



FOUNDATION FOR  
SARCOIDOSIS RESEARCH

April 2022  
Sarcoidosis Awareness Month  
Steps for Sarc Toolkit



## Steps for Sarc Social Media Toolkit

# What is Sarcoidosis #MakeItVisible

This toolkit is designed to help you raise awareness for sarcoidosis during April’s Sarcoidosis Awareness Month and #MakeItVisible! This guide will provide ways you can spread the message about the #WhatIsSarcoidosis #MakeItVisible campaign along with Steps for Sarc program! We have included information and templates for social media posts and email outreach that raise awareness about sarcoidosis and encourage patients, caregivers and loved ones to get involved and #MakeItVisible!

FSR strongly recommends using social media as a way to raise awareness for sarcoidosis and also help #MakeItVisible! Our goal is to have #MakeItVisible go viral and social media communication can be very powerful and result in great success.

This toolkit offers recommended posts for Facebook, Twitter, Instagram and LinkedIn. We also provide suggested hashtags and information for tagging FSR on various platforms. Finally, there is also email templates for you to use for other forms of outreach too!

**Make sure you are connected with FSR on our various social media platforms so you can tag and share your posts and then FSR can repost with our community!**

**Tag FSR in your posts so we can share/amplify!**

Facebook: [@StopSarcoidosis](https://www.facebook.com/StopSarcoidosis)

Twitter: [@StopSarcoidosis](https://twitter.com/StopSarcoidosis)

Instagram: [@StopSarcoidosis](https://www.instagram.com/StopSarcoidosis)

LinkedIn: [@Foundation for Sarcoidosis Research](https://www.linkedin.com/company/Foundation-for-Sarcoidosis-Research)

**Hashtags:**

- #MakeItVisible
- #StepsforSarc
- #Sarcoidosis
- #SarcoidosisAwareness
- #WhatIsSarcoidosis

**Tips:**

- Personalize posts for your social media followers
- Encourage your social media followers to get involved and spread the word



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## Take Steps to Raise Awareness by Joining the Social Media Campaign

Throughout the month, we want to fill social media with black and white pictures to help #MakeItVisible go viral! We need you to help us by participating in the social media campaign.

1. Post a black and white photo with your 10 –word story.
2. Invite your friends to share their black and white photos along with their connection to sarcoidosis:
  - “I am living with #Sarcoidosis”
  - “I support someone living with #Sarcoidosis”
  - “I honor someone who was impacted by #Sarcoidosis”
3. Link to your Steps for Sarc page.
4. Post your pictures and stories throughout April using hashtags:
  - #MakeItVisible
  - #SarcoidosisAwareness
  - #WhatIsSarcoidosis
5. Make sure to tag FSR @StopSarcoidosis









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## Social Media Fundraising Tips

- Depending on which social media platform you are on, you can join the social media campaign and post black and white pictures along with your progress throughout the month!

Platform Type	Platform Tip
Facebook 	<ul style="list-style-type: none"> <li>• Share your link to your Steps for Sarc page directly into your Facebook posts.</li> <li>• For the month of April, save the link to your page in your bio.</li> <li>• Tag FSR on Facebook: @StopSarcoidosis</li> </ul>
Instagram 	<ul style="list-style-type: none"> <li>• Include the link to your Steps for Sarc page in your bio.</li> <li>• When you are completing your steps, post photos or add videos to your stories and tag FSR at @StopSarcoidosis</li> </ul>
Twitter 	<ul style="list-style-type: none"> <li>• Post the link to your Steps for Sarc page in your bio and tweet when you are out stepping or making progress towards your goals.</li> <li>• Tag FSR on Twitter: @StopSarcoidosis</li> </ul>
LinkedIn 	<ul style="list-style-type: none"> <li>• Share with your network that you are participating in Sarcoidosis Awareness Month during April by joining the Steps for Sarc campaign.</li> <li>• Include the link to your page in your posts.</li> <li>• Tag FSR on LinkedIn: @Foundation for Sarcoidosis Research</li> </ul>

## Social Media Posts

*\*Do not forget to tag FSR on your posts so we can reshare!*

*\*Note\* - Your profile must be set to PUBLIC for FSR to see your posts and reshare!*



## Share Why I Step for Sarc

Create social post and share the reasons why you are participating in the Steps for Sarc challenge. Upload a black and white photo of you completing your steps and include how you have been impacted by sarcoidosis. Some examples may include:

- I am living with #Sarcoidosis and am participating in FSR's Steps for Sarc to raise awareness for sarcoidosis research and support the #sarcoidosis community this April! [\(link to team page\)](#) #MakeltVisible #StepsforSarc
- I support someone living with #Sarcoidosis and I take steps to raise awareness for all those battling #sarcoidosis and will not stop until there is a cure! [\(link to team page\)](#) #MakeltVisible #StepsforSarc
- I honor someone who was impacted by #Sarcoidosis and each step I take this month is a step taken towards advancing groundbreaking sarcoidosis research and a cure! [\(link to team page\)](#) #MakeltVisible #StepsforSarc

## Contribution Requests

Once you have shared with your community why you are participating in the Steps for Sarc campaign, reach out to your community and invite them to join your team and make a contribution to take a step to #MakeltVisible. You can post another black and white photo and tag them on social media to capture their attention. Don't forget to include your connection to sarcoidosis: "I am living with #Sarcoidosis", "I support someone living with sarcoidosis", or "I honor someone who was impacted by #Sarcoidosis".

Some examples include:

- For April's #SarcoidosisAwareness month, I am raising awareness for sarcoidosis by #MakeltVisible. Take a step to #MakeltVisible by supporting me and sarcoidosis patients everywhere by donating to my page! [\(link to team page\)](#) #MakeltVisible #StepsforSarc
- This month I am going to complete 175,000 steps to help sarcoidosis #MakeltVisible. Help me raise awareness and take steps to raise awareness by making a donation on my page today! [\(link to team page\)](#) #MakeltVisible #StepsforSarc
- Join my #StepsforSarc team and you'll be a part of the movement to find a cure and stop sarcoidosis! Help me reach my fundraising goal by making a donation on my page! [\(link to team page\)](#) #SarcoidosisAwarenessMonth #sarcoidosis



## Encourage Your Friends and Family to Take Steps to Raise Awareness

Throughout the month of April, you can encourage your friends, family, and social media followers to join your team and #MakeItVisible by taking steps to raise awareness! Don't forget to include your connection to sarcoidosis: "I am living with sarcoidosis", "I support someone living with sarcoidosis", or "I honor someone who was impacted by sarcoidosis".

Some examples include:

- For April's #SarcoidosisAwareness month, I am helping to #MakeItVisible by participating in FSR's Steps for Sarc challenge and need you to join my team to help our community reach 61,250,000 steps this month! Visit my page to sign-up today! [\(link to team page\)](#) #MakeItVisible #StepsforSarc
- This month I need you to join me in the FSR #MakeItVisible #StepsforSarc challenge and help my team and I raise \$1,750 for sarcoidosis research and patient support! [\(link to team page\)](#) Visit my page to join my team and show your support! #MakeItVisible #StepsforSarc
- Help me take the steps to #MakeItVisible and raise awareness for #sarcoidosis by joining us in the #StepsforSarc challenge! Visit my page today to show your support for the sarcoidosis community by walking with us this April! [\(link to team page\)](#) #StepsforSarc #sarcoidosis

## Thanking Your Donors and Team

Thanking your donors is critically important so they know their support has not gone unnoticed and that you appreciate their financial contributions towards your goal! Thanking supporters on social media goes a long way and the those that see your recognition may consider supporting your efforts too! Don't forget to include your connection to sarcoidosis: "I am living with #Sarcoidosis", "I support someone living with sarcoidosis", or "I honor someone who was impacted by #Sarcoidosis".

Examples may include:

- [{Tag a recent donor}](#) Thank you so much for taking steps to raise awareness for sarcoidosis and #MakeItVisible by making a donation on my Steps for Sarc page! With your gift, you are taking steps to advance research and patient support efforts [\(link to team page\)](#) #MakeItVisible #StepsforSarc
- Thank you so much to my team for joining me this April for Sarcoidosis Awareness Month and for taking the steps to help #MakeItVisible! Together we can help support all those who are battling sarcoidosis every day. [{Tag team members}](#) [link to team page](#) #MakeItVisible #StepsforSarc





- {Tag a recent donor} Every dollar we raise together supports groundbreaking sarcoidosis research and patient support and helps to #MakeItVisible and gets us closer to finding a cure for this disease. [link to team page](#) #MakeItVisible #StepsforSarc

You know your friends and family best, so whether you choose to use these posts or create your own, you will be helping raise awareness and you may even be surprised at how far your posts may go!

## Social Media Graphics

Share the following photos on social media to help #MakeItVisible and raise awareness during April! Right click on each photo to save to your computer and upload on your social media platforms.





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Join Steps for Sarc  
April 1st – 30th  
Take steps to make sarcoidosis visible!

To learn more and get involved, visit  
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